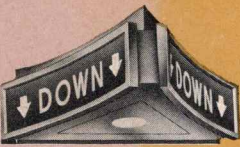


FLUOR-O-SIGNS

lifetime
plastic
signs
for all
purposes



FLUOR-O-SIGNS

FLUOR-O-SIGNS

CREDIT — Terms to customers of established credit rating are net 30 days. When no credit has been established material will be shipped C.O.D., and a deposit of 50% is required with order, except when three satisfactory credit references are furnished.

ALL PRICES subject to a trade discount of

50%

Additional quantity discounts are allowed on large quantity jobs. Write for prices.

E. E. E. CO. INC.
OLD COUNTRY RD.
& RAILROAD AVE.
HICKSVILLE, L. I., N. Y. 11801

illuminated plastic signs will
 Only in Fluor-o-Signs can you
 its of every business.

To give you the utmost that skilled craftsmanship can offer is the fundamental principle of success on which FLUOR-O-SIGNS are built. The products shown in this catalog are only a few of the many proud accomplishments and creative blending of the arts that are available from our plant; all designed, engineered and manufactured under one roof.

The results are the colorful, dependable illuminated signs and displays which, through their consistent performance with minimum maintenance and low operating costs, have attained world-wide distribution and universal acceptance.

The Eastern Electrical Equipment company from executive to mechanic, is keyed to customer satisfaction through better products and schooled to attain the results which will most justify our maxim, "One message in light is worth a thousand in print."

Servicing architects and consulting engineers with the latest in design, we specialize in custom work. Send in your specifications, our products lighting division is at your disposal.

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INDEX

GENERAL INFORMATION

CUSTOM SIGNS: UNLESS FULL SIZE SKETCHES ACCOMPANY THE ORDER, WE RESERVE THE RIGHT TO HAVE OUR SKILLED ARTISTS PREPARE THE SIGN LAYOUT TO THE BEST OF THEIR JUDGMENT. SELECTION OF COLORS AND OVERALL SIZE IS THE CUSTOMERS PREROGATIVE AND WE WILL NOT CHANGE HIS SELECTION.

ACKNOWLEDGMENTS: A CONFIRMATION OF EACH ORDER IS MAILED TO THE CUSTOMER WHICH MUST BE IMMEDIATELY CHECKED, AS OUR RESPONSIBILITY FOR ERRORS CEASES UNLESS WE ARE NOTIFIED OF CORRECTIONS WITHIN 48 HOURS.

ERECTION: WE DO NOT INSTALL SIGNS. HOWEVER, EACH SIGN IS SHIPPED WITH THE NECESSARY MATERIALS FOR PROPER INSTALLATION, EXCEPT HARDWARE SUCH AS PIPES, ANGLES, BX CABLE AND ANCHORS WHICH ARE OBTAINABLE LOCALLY.

SHIPMENTS: STOCK ITEMS ARE SHIPPED THE SAME DAY ORDER IS RECEIVED. STANDARD SHIPPING TIME FOR CUSTOM ORDERS IS FROM 10 TO 30 DAYS AFTER RECEIPT OF ORDER, DEPENDING UPON SPECIAL HANDLING EACH ORDER REQUIRES. ALL SHIPMENTS ARE MADE VIA RAILWAY EXPRESS UNLESS OTHERWISE DIRECTED.

GUARANTEE: ALL COMPONENT PARTS ARE GUARANTEED AGAINST ALL DEFECTS FOR A PERIOD OF ONE YEAR.

SPECIALS: QUOTATIONS FOR SPECIAL SIZED SIGNS OR VOLUME QUANTITIES, NOT HEREIN LISTED, WILL BE GIVEN DIRECT FROM THE FACTORY UPON THE RECEIPT OF A SIMPLE PENCIL SKETCH SHOWING DIMENSIONS AND AMOUNT OF SIGNS TO BE ORDERED.

ORDERS: WHEN ORDERING, THE FOLLOWING INFORMATION MUST BE GIVEN:

SIGN:	SIZE	SINGLE OR DOUBLE FACE
COPY:	TYPE LETTERS	INDOOR OR OUTDOOR

NO ORDER WILL BE ACCEPTED WITHOUT THE CUSTOMERS LEGAL SIGNATURE THERETO AFFIXED.

DAMAGES: FLUOR-O-SIGN PRODUCTS ARE CAREFULLY PACKED BY EXPERIENCED PACKERS. OUR RESPONSIBILITY CEASES AFTER WE OBTAIN THE CARRIERS RECEIPT FOR THEM IN GOOD ORDER. ALL CLAIMS FOR GOODS LOST OR DAMAGED IN TRANSIT SHOULD BE MADE TO THE TRANSPORTATION COMPANY. WE WILL BE HAPPY TO AID YOU IF ASSISTANCE IS NEEDED. CLAIMS MUST BE MADE WITHIN 5 DAYS AFTER RECEIPT OF MERCHANDISE.

TERMS AND TRADE CUSTOMS

C.O.D. 1/3 DEPOSIT REQUIRED WITH ORDER. ALL SHIPMENTS F.O.B. SHIPPING POINT. PRICE SUBJECT TO CHANGE WITHOUT NOTICE. ON SHIPMENTS DEFERRED BY BUYER MORE THAN THIRTY DAYS FROM DATE OF ORDER, PRICES PREVAILING AT TIME OF SHIPMENT WILL APPLY. NO MATERIAL WILL BE TAKEN BACK AND CREDITED OR REPLACED UNLESS ARRANGEMENT FOR SUCH RETURN HAS PREVIOUSLY BEEN MADE.

E.E.E. CO., INC.
Old Country Road
& Railroad Avenue
Hicksville, L.I.
New York 11801

Code #516
GE 3-3300

schedule
of
prices

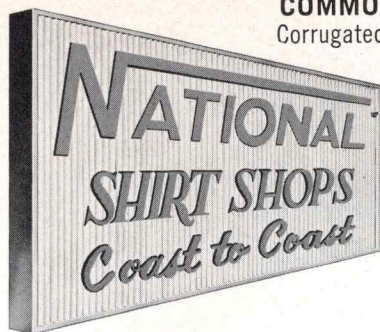
EFFECTIVE

JANUARY 1, 1966

SUBJECT TO CHANGE
WITHOUT NOTICE

ALL PRICES: LIST F.O.B.
FACTORY
HICKSVILLE, L. I., N. Y.

COMMODORE
Corrugated Face



SHELBURNE
Formed Face

exterior

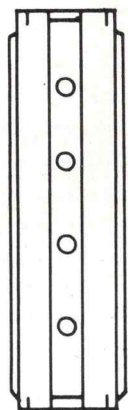
Specifications:

HOUSING: extruded aluminum
FINISH: satin natural
ILLUMINATION: fluorescent
slimline lamps
COMPONENTS: General Electric
outdoor ballasts
OPERATION: 0 degree reliable
starting
FACE PANELS: fade proof
plexiglass®
LETTERS: flat cut-out plexiglas®
RANGE: 8" x 36" to 48" x 144"

available (at additional cost)

HOUSING: stainless steel, anodized
aluminum
ILLUMINATION: power groove
LETTERS: formed plexiglas

*ALL SIGNS: UL approved—union
made
Plexiglas®: registered trade mark
Rohm & Hass Co.



MODEL	SIZE	WEIGHT	ILLUM.	SINGLE FACE	DOUBLE FACE
P6	24" x 36"	60 lbs.	2-36"	175.00	200.00
P7	24" x 48"	75 lbs.	2-48"	175.00	225.00
P8	24" x 72"	100 lbs.	2-72"	225.00	275.00
P9	24" x 96"	125 lbs.	2-96"	300.00	350.00
P10	36" x 48"	115 lbs.	4-48"	250.00	300.00
P11	36" x 60"	125 lbs.	4-60"	300.00	350.00
P12	36" x 72"	150 lbs.	4-72"	350.00	400.00
P13	36" x 96"	225 lbs.	4-96"	400.00	500.00
P14	48" x 60"	125 lbs.	4-60"	325.00	400.00
P15	48" x 72"	200 lbs.	4-72"	400.00	500.00
P16	48" x 96"	250 lbs.	4-96"	525.00	650.00

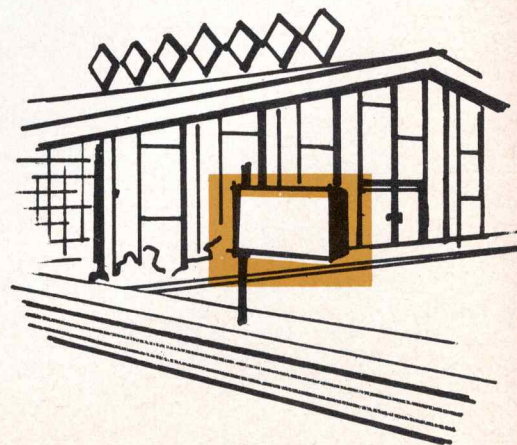
PE6	24" x 36"	60 lbs.	2-36"	150.00	175.00
PE7	24" x 48"	75 lbs.	2-48"	150.00	200.00
PE8	24" x 72"	100 lbs.	2-72"	200.00	250.00
PE9	24" x 96"	125 lbs.	2-96"	270.00	320.00
PE10	36" x 48"	115 lbs.	4-48"	225.00	275.00
PE11	36" x 60"	125 lbs.	4-60"	275.00	325.00
PE12	36" x 72"	150 lbs.	4-72"	325.00	375.00
PE13	36" x 96"	225 lbs.	4-96"	360.00	450.00
PE14	48" x 60"	125 lbs.	4-60"	300.00	360.00
PE15	48" x 72"	200 lbs.	4-72"	375.00	450.00
PE16	48" x 96"	250 lbs.	4-96"	500.00	600.00

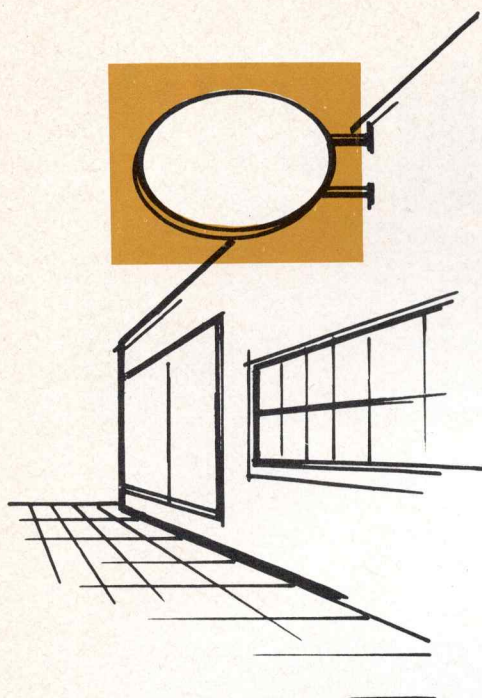
outdoor signs

Simplicity of design makes these
signs not only architecturally
pleasing, but exceptionally easy to
install and maintain. Trim
rectangular lines and shallow
construction makes fluor-o-signs
suitable for any exterior.



MARQUISE
Flat Face





ESSEX



MODEL	SIZE	WEIGHT	ILLUM.	SINGLE FACE	DOUBLE FACE
023	24" x 36"	75 lbs.	2-36"	225.00	250.00
035	36" x 60"	125 lbs.	3-60"	375.00	425.00
046	48" x 72"	200 lbs.	4-72"	450.00	500.00
0410	48" x 120"	300 lbs.	8-60"	1,000.00	1,200.00

GOTHAM



S23	24" x 36"	75 lbs.	2-36"	250.00	300.00
S35	36" x 60"	125 lbs.	3-60"	350.00	400.00
S46	48" x 72"	200 lbs.	4-72"	450.00	500.00

COMMANDER
Round Face

R24	24" Dia.	50 lbs.	2-24"	100.00	150.00
R36	36" Dia.	100 lbs.	2-36"	200.00	275.00
R48	48" Dia.	150 lbs.	3-48"	350.00	425.00
R60	60" Dia.	175 lbs.	4-60"	475.00	550.00
R72	72" Dia.	225 lbs.	4-72"	700.00	800.00

ADDITIONAL CHARGES

Each additional line of flat cut-out letters.....	add 10% per line
Deep formed Plexiglas letters.....	add 15% per line
Script flat cut-out letters.....	add 15% per line
Pictorials in plastic.....	add 20%

To: Single faced price if sign is one sided and to double faced price if sign is two sided. Sign Housings in stainless steel—Add 40% to listed price of sign selected.

CROWN DRUG

PRICE PER LINEAR FOOT

HEIGHT OF SIGN	ILLUMINATED	10 FT. TO 20 FT.		21 FT. AND OVER		STANDARD NON- ILLUM.
		STANDARD	HINGED	STANDARD	HINGED	
2 Ft.	2 ROWS HO.	\$ 40.00	\$ 44.00	\$36.00	\$40.00	\$18.00
3 Ft.	3 ROWS HO.	52.00	56.00	48.00	52.00	25.00
4 Ft.	4 ROWS HO.	64.00	68.00	60.00	64.00	32.00
5 Ft.	5 ROWS HO.	80.00	86.00	72.00	76.00	40.00
6 Ft.	6 ROWS HO.	100.00	108.00	92.00	96.00	50.00

exterior

Specifications:

HOUSING: extruded aluminum

FINISH: satin natural

ILLUMINATION: high output
fluorescent lamps

COMPONENTS: General Electric
ballasts

OPERATION: minimum 20 degrees
reliable starting

FACE PANELS: flat. Corrugated.

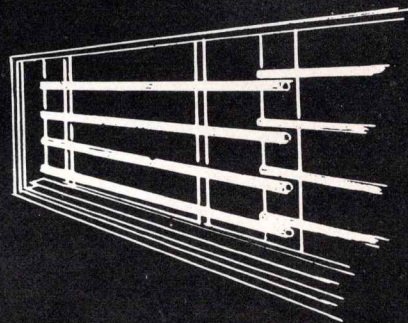
Embossed. Plexiglas®

LETTERS: flat cut-out. Formed
plexiglas®

RANGE: 2' to 6' height by
specified length

Designed overlapped lamp
socket channels provide a
bright even flood of light over
entire face area.

Sign frame constructed of
rigid extruded aluminum with
all wiring concealed to conform
with Underwriter Laboratories
requirements.



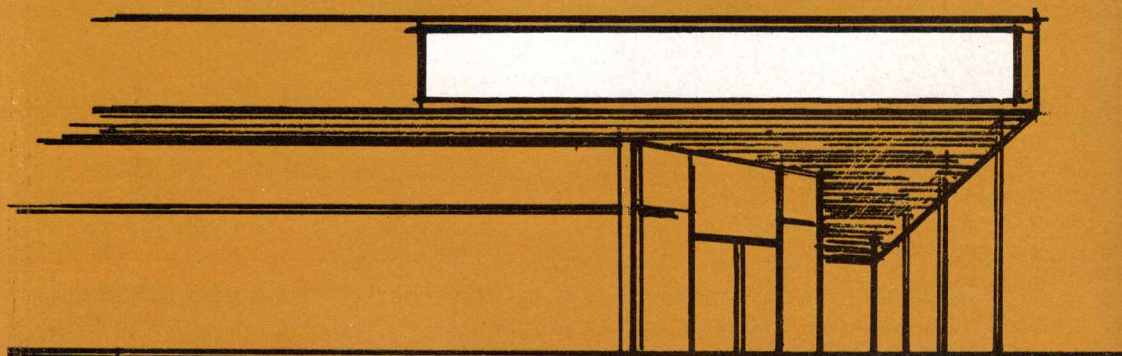
store facial signs

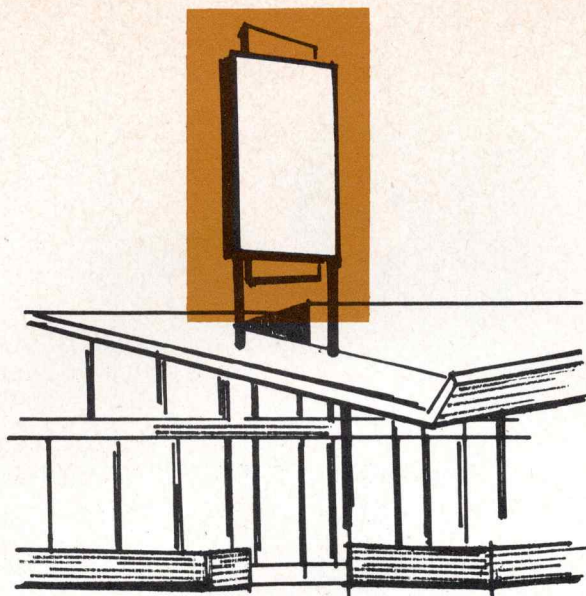


FACE COPY AVAILABLE IN FOUR STANDARD TREATMENTS

- (1) FLAT SMOOTH — Copy painted on flat smooth panel
- (2) EMBOSSED PLAIN — Copy embossed on formed smooth panel
- (3) EMBOSSED CORRUGATED — Copy embossed on corrugated panel
- (4) EMBOSSED DIAMOND — Copy embossed on formed diamond pattern panel

A single face sign with exacting
heights up to 6', by any specified
span offers custom flexibility at
production costs. Invisible seams
give unit continuous one piece
appearance.





WIDTH OF StGN	PRICE PER LINEAR FOOT	
	ILLUM.	10' TO 16' INCLUSIVE
2 ft.	2 ROWS HO.	\$ 80.00
3 ft.	3 ROWS HO.	90.00
4 ft.	4 ROWS HO.	100.00

exterior

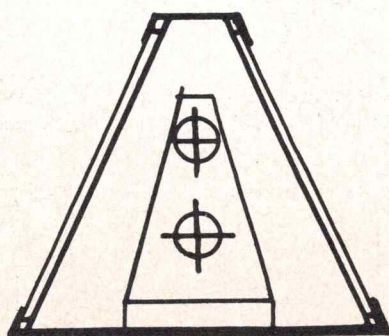
Specifications:

HOUSING: extruded aluminum
 FINISH: satin natural
 ILLUMINATION: fluorescent lamps
 COMPONENTS: General Electric
 outdoor ballasts
 OPERATION: 0 degree reliable
 starting
 FACE PANELS: fadeproof
 plexiglas®
 LETTERS: flat cut-out plexiglas®
 All signs—UL approved—
 union made



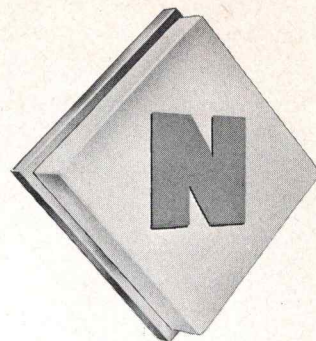
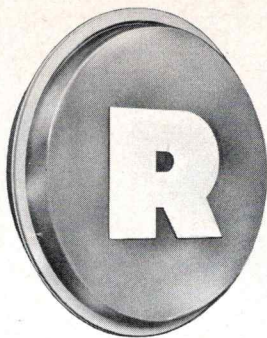
1½ ft.	2 ROWS HO.	100.00
2 ft.	2 ROWS HO.	125.00
3 ft.	3 ROWS HO.	150.00

Standing out sharply and cleanly against the daytime sky, the sign is especially dramatic at night when its elements become brilliantly luminous areas of color and light.



upright signs

These bold, colorful, signs become landmarks to motorists & pedestrians. Rising above the country-side, they can be recognized day & night at great distances.



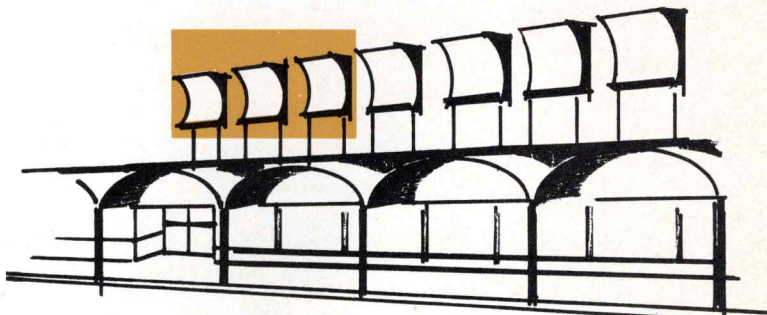
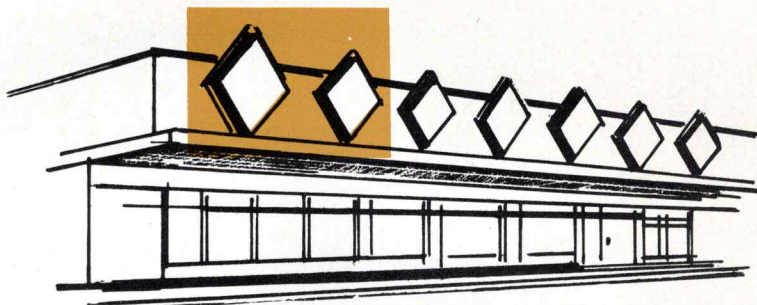
SIZE	WEIGHT	ILLUM.	PRICE
2 ft.	60 lbs.	2-24" HO.	\$100.00
3 ft.	75 lbs.	3-36" HQ.	200.00
4 ft.	150 lbs.	4-48" HO.	350.00
5 ft.	200 lbs.	5-60" HO.	500.00
6 ft.	250 lbs.	6-72" HO.	750.00

SIZE	WEIGHT	ILLUM.	PRICE
2 ft. x 2 ft.	60 lbs.	2-24" HO.	\$150.00
3 ft. x 3 ft.	90 lbs.	3-36" HO.	200.00
4 ft. x 4 ft.	150 lbs.	4-48" HO.	350.00
5 ft. x 5 ft.	200 lbs.	5-60" HO.	500.00
6 ft. x 6 ft.	250 lbs.	6-72" HO.	700.00

exterior

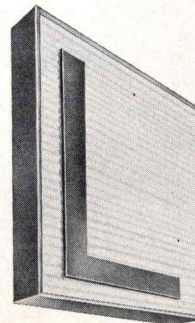
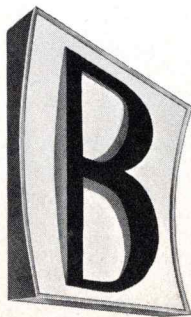
Specifications:

HOUSING: extruded aluminum
 FINISH: satin natural
 ILLUMINATION: fluorescent lamps
 COMPONENTS: General Electric
 outdoor ballasts
 OPERATION: 0 degree reliable
 starting
 FACE PANELS: fadeproof
 plexiglas®
 LETTERS: flat cut-out plexiglas®
 All signs—UL approved—
 union made

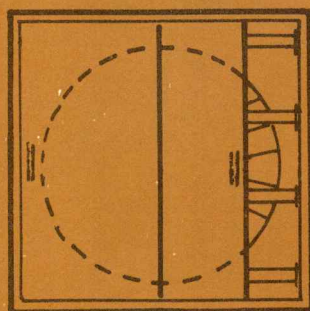
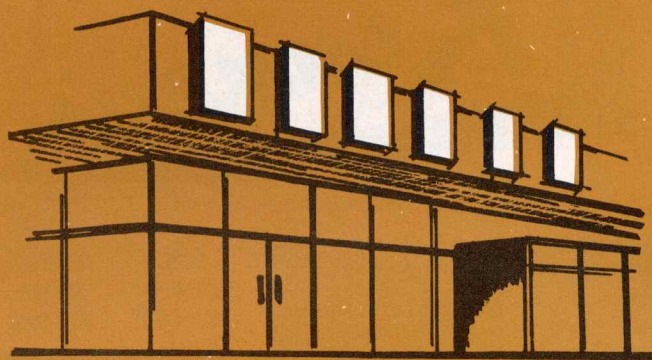
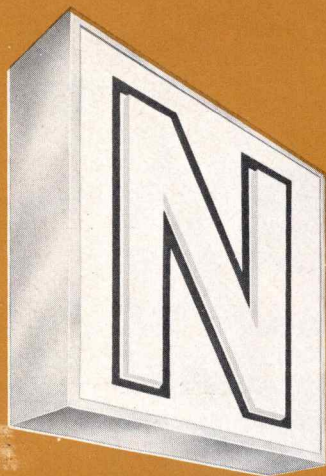


pan signs

Custom designed signs can be both distinctive in effect and an integral part of the architectural design of a building. E. E. E. CO'S designers and engineers are at your service to help create any imaginative sign applicable to your business.



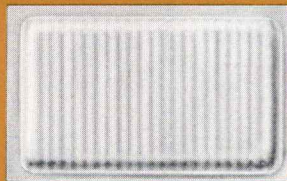
Round—square or diamond pan signs vividly illuminate translucent colored letters . . . making a beautiful acrylic sign that gives highly effective identification to your business location—day and night.



"Nothing attracts like color."

This is the basic reason why this highly effective animated sign has proved to be a most striking outdoor store identification sign. Revolving backlighted blue and red striped discs break letters into brilliant prismatic colors.

MODEL	SIZE	WEIGHT	ILLUM.	PRICE
MA3	36" x 36"	150 lbs.	3-36T12	\$ 800.00
MA4	48" x 48"	200 lbs.	4-48T12	900.00
MA5	60" x 60"	250 lbs.	5-60T12	1,000.00



Embossed signs are comprised of clear plexiglas into which styled letters and pictorials are deep drawn and colored with acrylic based paints applied to interior surface. Copy and textured background are vacuum formed simultaneously. Letter, and trade marks stand out to provide ever appealing three dimensional effects. Available for all outdoor signs.

exterior

Specifications:

HOUSING: extruded aluminum
 FINISH: satin natural
 ILLUMINATION: fluorescent lamps
 COMPONENTS: General Electric outdoor ballasts
 OPERATION: 0 degree reliable starting
 FACE PANELS: fadeproof plexiglas®
 LETTERS: flat cut-out plexiglas®
 All signs—UL approved—union made

animated signs

These individually lighted animated pan signs, completely luminous at night, provide a striking display of color and light . . . demanding customer attention to store and location.

exterior

Specifications:

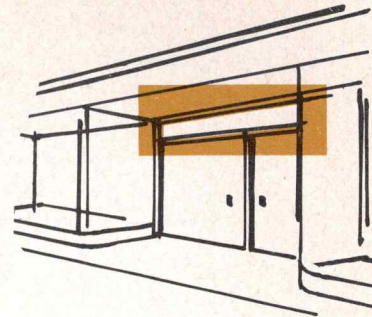
HOUSING: extruded aluminum
 FINISH: satin natural
 ILLUMINATION: fluorescent
 slimline lamps
 COMPONENTS: General Electric
 outdoor ballasts
 OPERATION: 0 degree reliable
 starting
 FACE PANELS: fadeproof
 plexiglas®
 LETTERS: flat cut out plexiglas
 *ALL SIGNS: UL approved—union
 made

custom
crafted

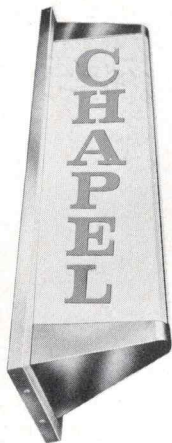
Designed to give sharp, highly
 visible daytime messages and
 brilliant advertising at night these
 colorful fluor-o-signs command
 customer attention.



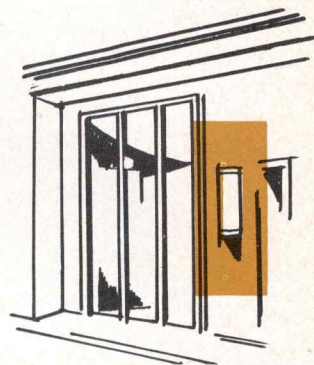
TRANSOM



MODEL	SIZE	WEIGHT	ILLUM.	SINGLE FACE	DOUBLE FACE
TS1	14" x 50"	90 lbs.	2-40T12	\$150.00	\$200.00
TS2	14" x 60"	100 lbs.	2-60T12	225.00	250.00



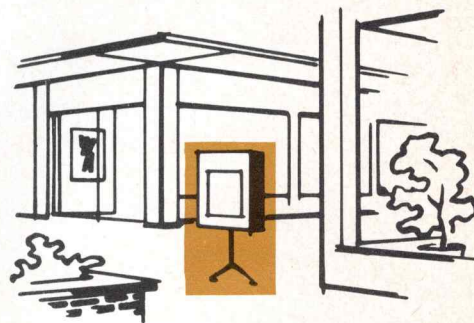
ENTRANCE



ES1	14" x 38"	50 lbs.	2-36T12	\$200.00
ES2	14" x 50"	60 lbs.	2-48T12	225.00
ES3	14" x 60"	75 lbs.	2-60T12	250.00



DIRECTORY



SD1	22 x 28	100lbs.	3-24T12	\$600.00	\$700.00
SD2	29 x 42	150lbs.	4-42T12	800.00	1,000.00

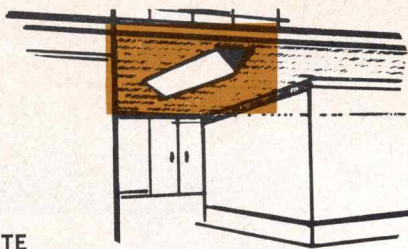
LETTERS NOT INCLUDED



E E E Co., Inc. will design and custom fabricate
 new and different signs to specification. Send
 in your details, our engineering department is
 at your service.

W1	3 ft. x 4 ft.	150 lbs.	4-48T12	\$500.00	\$600.00
W2	4 ft. x 5 ft.	250 lbs.	6-60T12	650.00	800.00

ALL ABOVE PRICES: COMPLETE WITH COPY



MODEL	SIZE	WEIGHT	ILLUM.	PRICES COMPLETE COPY INCLUDED
UC1	14" x 50"	60 lbs.	2-48T12	\$225.00
UC2	14" x 60"	75 lbs.	2-60T12	250.00



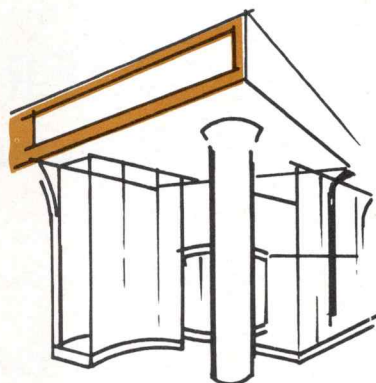
UC4	10" x 50"	50 lbs.	1-40T12	150.00
UC5	14" x 50"	60 lbs.	2-48T12	200.00
UC6	14" x 60"	75 lbs.	2-60T12	225.00
UC7	14" x 72"	90 lbs.	2-72T12	250.00



UC8	13" x 48"	60 lbs.	2-48T12	150.00
UC9	13" x 60"	75 lbs.	2-60T12	175.00

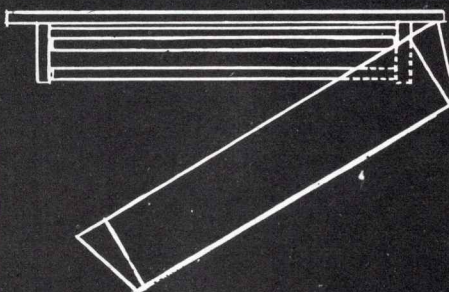


UC10	14" x 60"	75 lbs.	2-60T12	250.00
UC11	14" x 72"	90 lbs.	2-72T12	300.00



FEATURES

Fluorescent lamps pyramided one above the other for shadowless illumination.
Hidden hinged face panel for easy re-lamping
Adequate knock outs for surface or twin stem mounting
Sealed construction dirt free minimum maintenance



exterior

Specifications:

HOUSING: extruded aluminum
FINISH: satin natural
ILLUMINATION: fluorescent lamps
COMPONENTS: General Electric outdoor ballasts
OPERATION: 0 degree reliable starting
FACE PANELS: fade proof plexiglas®
LETTERS: flat cut out plexiglas®
RANGE: 10" x 48" to 14" x 96"
All signs—UL approved—union made

under canopy signs



These striking architectural designs command the attention of shoppers approaching from any direction. At night, the completely luminous panels combined with distinctive under canopy design, provides a pleasing individual appearance. Send in your drawings; we will quote and recommend without obligation.

Specifically designed for modern shopping centers, these distinctive signs are the solution for the progressive merchandiser desiring to add top quality design to his store or building. Panel slides to one side for relamping.



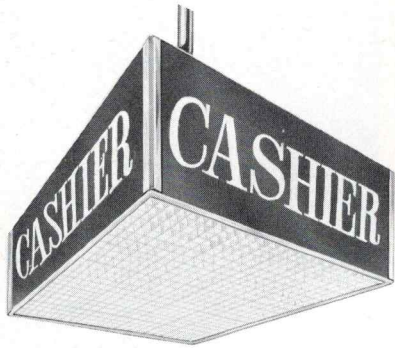
Blank-out cashier sign absolutely eliminates customer line ups at unattended counters. When illuminated, highly legible wording appears in bright green, yellow or red letters. When switched off, face panels are completely blank.

MODEL	SIZE	WEIGHT	ILLUM.	PRICE
BO1	8" x 21"	40 lbs.	2-15T8	\$150.00

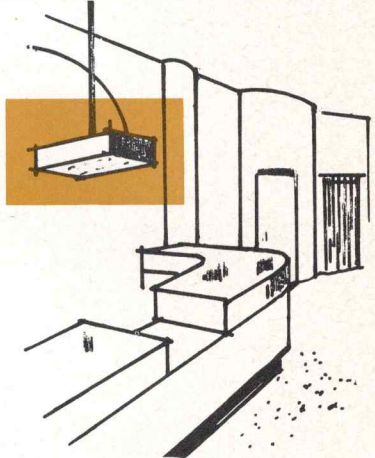
interior

SPECIFICATIONS:

HOUSING: extruded aluminum
FINISH: baked enamels
COLORS: silver hammertone, satin black, matte grey, royal blue
ILLUMINATION: trigger start fluorescent lamps (with polystyrene downlight louvre diffuser)
FACE PANELS: fade proof plexiglas
LETTERS: cut-out plexiglas, silk screened acrylic based paints
HARDWARE: floor models * 4"x1" chrome plated steel pole and flanges
PROVIDED: ceiling models * 4"x5/8" aluminum sprayed steel stem and canopy



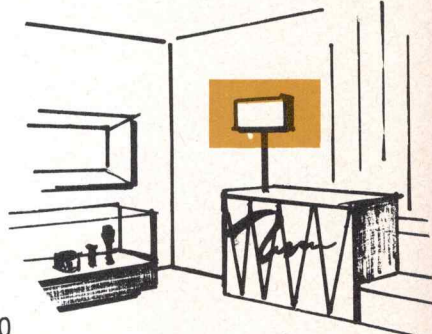
FS2	8" x 22"	40 lbs.	1-32W	175.00
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cashier signs



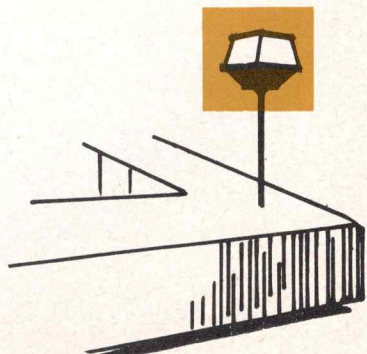
RC1	6" x 19"	25 lbs.	1-15T8	125.00
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Merchandising plans of progressive retailers include these modern cashier signs which not only briskly direct customer traffic, but also radiantly light store interior.



PC1	15" x 22"	40 lbs.	1-75W	225.00
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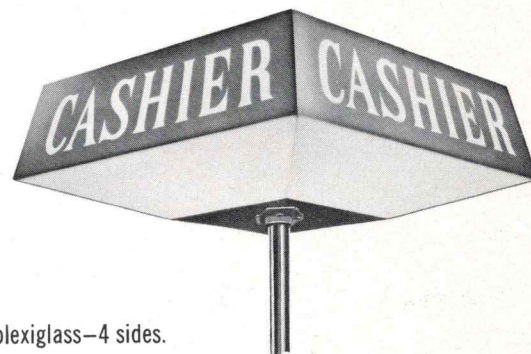
MODEL	SIZE	WEIGHT	ILLUM.	PRICE
TC1	8" x 22"	40 lbs.	1-32W	\$200.00



MODEL	SIZE	WEIGHT	ILLUM.	PRICE
LC1	8" x 30"	50 lbs.	1-40W	250.00



DC1	6" x 19"	25 lbs.	1-22W	150.00
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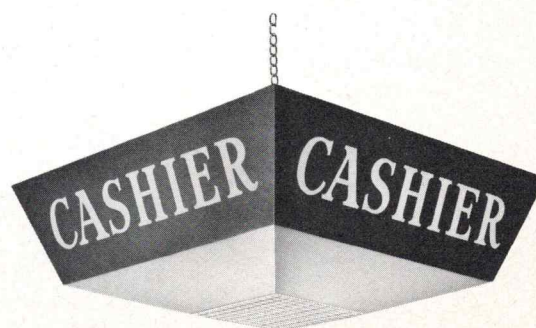


- All plexiglass—4 sides.
- Flow glow base.
- Removable top cover for relamping.
- Louvres top and bottom for air convection and self cleaning.
- Complete with 53" floor stem and hardware.

PSSI	7" x 17"	5" x 17"	4-40W	200.00
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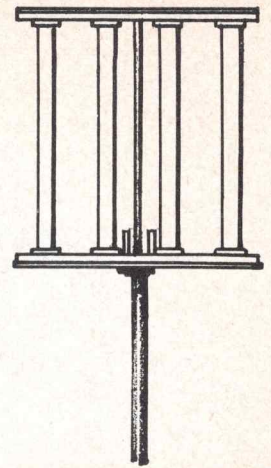
HDS1	8" x 22"	6" x 20"	1-15T8	150.00	175.00
HDS2	13" x 22"	11" x 20"	2-15T8	175.00	200.00



MODEL	SIZE	WEIGHT	ILLUM.	PRICE
CSS-1	8" x 22"	20 lbs.	4-40W	250.00



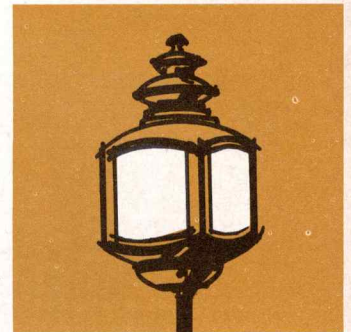
MODEL	SIZE	WEIGHT	ILLUM.	PRICE
HC1	24" x 36"	75 lbs.	4-24T12	\$300.00



Authentic Lantern Styling

Rugged metal construction, polished brass trim. Clear glass side panels with beveled edges. $\frac{3}{4}$ frosted chimney. Equipped with powerful 7,000-hour bulb. Dimensions: width, 7"; height 14 $\frac{1}{4}$ ". Choice of black satin finish or pearl white finish.

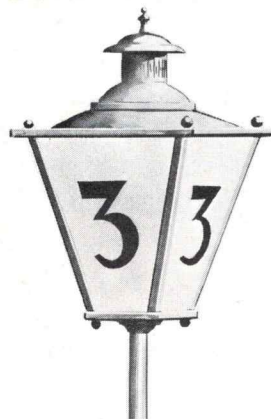
CO1	10" x 16"	20 lbs.	1-60W	100.00
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interior

Specifications:

HOUSING: bonderized steel, die formed and electrically welded
FINISH: baked enamel
COLORS: silver hammertone, satin black, matte grey, royal blue
ILLUMINATION: fluorescent lamps
FACE PANELS: vacuum formed colorfast plexiglas
LETTERS: flat cut-out plexiglas



Built in Push-Button Control

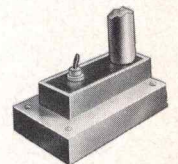
Connects up to existing bell or buzzer system.

Alerts manager instantly to check stand requiring service!

CO2	10" x 16"	20 lbs.	1-60W	100.00
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check out signs



3-Way Toggle Switch

LIGHT ON—Check stand open for business.

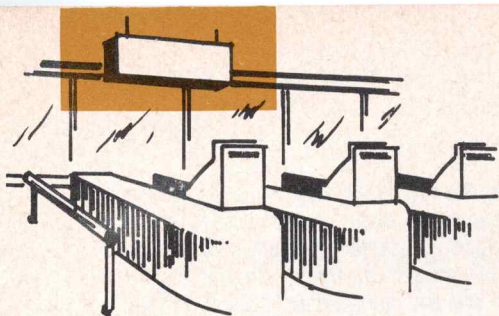
LIGHT OFF—Check stand closed.

FLASHING—Call signal to manager. (Fast, 3-second action)

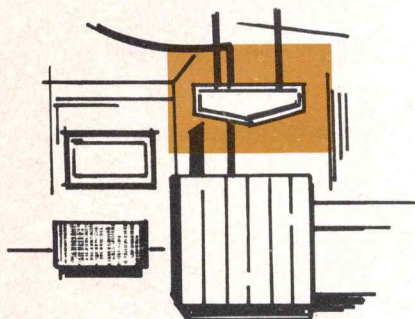
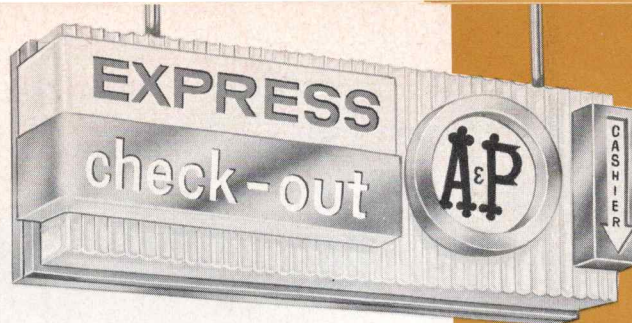


CO3	10" x 16"	20 lbs.	1-60W	100.00
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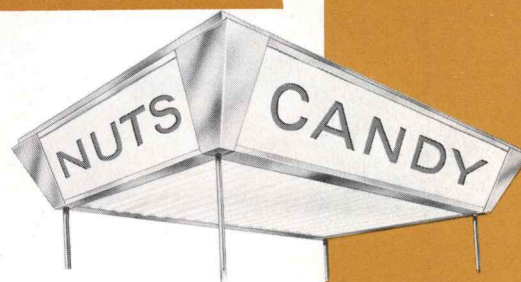
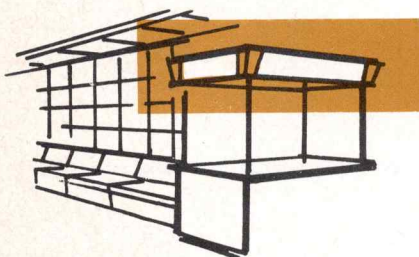
Embossed, smartly styled multiple color check out signs, provide excellent legibility for infallible direction of store traffic to proper counter.



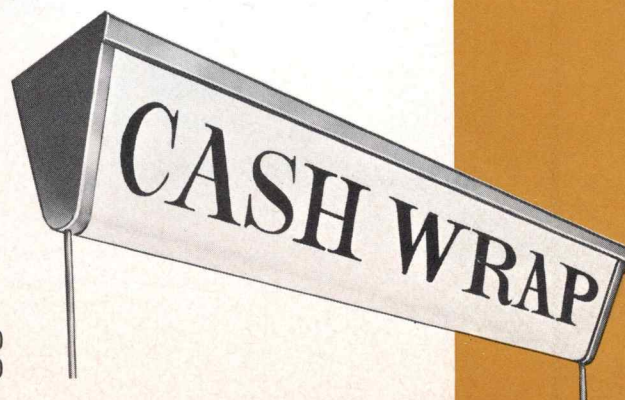
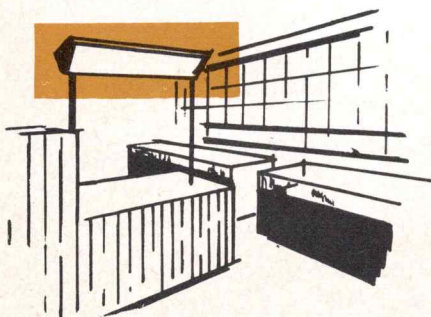
MODEL	SIZE	WEIGHT	ILLUM.	PRICE
CO4	15" x 50"	75 lbs.	2-40T12	\$200.00



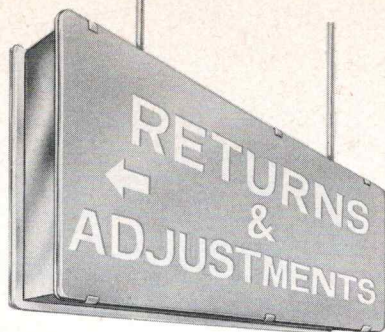
MODEL	SIZE	WEIGHT	ILLUM.	SINGLE FACE	DOUBLE FACE
CO5	24" x 48"	90 lbs.	3-40T12	\$200.00	\$250.00



CO6	14" x 36" x 72"	400 lbs.	8-40W	\$ 800.00
CO7	14" x 48" x 72"	500 lbs.	8-40W	1,000.00



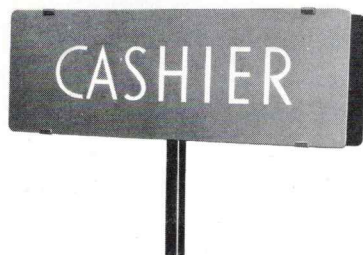
CO9	10" x 38"	50 lbs.	2-30T12	125.00
CO10	10" x 48"	60 lbs.	2-40T12	150.00



FOLLOWING IS THE CHOICE OF FACE TREATMENTS AVAILABLE:

Changeable Stencil. Each face consists of two matched panels of clear glass between which colored stencil is inserted. Stencil is comprised of layer of opaque material, through which characters are cut, adhered to a sheet of opal translucent material. Copy may be changed at low cost by substituting new stencil.

MODEL	FACE SIZE	COPY SPACE	ILLUM.	SINGLE FACE	DOUBLE FACE
CDS1	8" x 22"	4" x 15"	1-15T8	\$150.00	\$175.00
CDS2	13" x 22"	9" x 21"	2-20T12	175.00	200.00
CDS3	13" x 40"	9" x 33"	2-30T8	225.00	250.00
CDS4	19" x 40"	14" x 33"	3-30T8	300.00	400.00
CDS5	19" x 52"	14" x 45"	3-40T12	350.00	450.00
CDS6	25" x 52"	19" x 45"	4-40T12	400.00	500.00



Matte Front Surface. Lighted characters are in slightly raised opal relief on field area of any desired shade of non-reflecting matte opaque color. Appropriate for street window use, or in interior positions where it is necessary to kill reflections of close by light sources on face of sign.

FDS1	8" x 22"	4" x 15"	1-15T8	150.00	175.00
FDS2	13" x 22"	9" x 15"	2-15T8	175.00	200.00
FDS3	18" x 22"	14" x 15"	3-15T8	225.00	250.00

interior

Specifications:

HOUSING: extruded aluminum
FINISH: satin natural
ILLUMINATION: fluorescent lamps
COLORS: silver hammertone, satin black, matte grey, royal blue

directional signs



"Invisible". Face of sign is made so that when lamps are switched off, characters are completely invisible. Valuable for use at intermittently operated services, cashier stations, express elevators, etc.

TDS1	8" x 22"	7" x 21"	3-15T8	\$225.00
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A wide choice of 6 styled models make fluor-o-signs the selection of leading architects desiring to add quality design to store interior.

The virtually unlimited combinations as to size, number of faces, mounting, style of lettering or design, color of lighting or background and treatment of faces make signs highly versatile.

Solid Aluminum Hinged Faced Signs creates the exclusive Department Store Look. Gold finish and black silk screened letters gives feeling of luxury richly enhancing store interior.

- Ceiling suspended—All mounting hardware included.



MODEL	FACE SIZE	COPY SPACE	ILLUM.	SINGLE FACE	DOUBLE FACE
ADS1	13" x 24"	11" x 22"	2-20T12	\$200.00	\$300.00
ADS2	14" x 36"	12" x 34"	2-30T8	300.00	400.00
ADS3	25" x 50"	23" x 48"	3-40T12	400.00	500.00
ADS4	33" x 60"	31" x 58"	4-60T12	600.00	700.00
ADS5	36" x 72"	34" x 70"	5-72T12	750.00	800.00

- All covered wireways and lamp holder channels plus sturdy aluminum construction conform to all UL requirements.
- Hinged access door for easy—quick relamping.
- Flat head counter-sunk screws throughout for clean architectural appearance.



MODEL	SIZE	ILLUM.	PRICE
CD-1	9" x 36"	3-24T12	\$700.00

This distinctive clock directional sign enhances the finest interiors. It can be ordered blank faced so that adhesive backed plastic letters can be placed on face areas, thus allowing copy to be changed.



MODEL	SIZE	COPY SPACE	ILLUM.	PRICE
FC-1	21" x 56"	20" x 22"	2-U24"	\$800.00



CEILING DIRECTORY

Changeable moulded letters of high grade lustrous plastic insures lasting legibility and superior strength.

Roman art style.

Sizes: 1/4", 5/16", 3/8", 1/2", 3/4", 1", 1 1/2", 2", 2 1/2", 3".

Colors available: Red, Blue, Green and Black.

MODEL	SIZE	LINES	SINGLE FACE	DOUBLE FACE
EMC-1	25 x 50	15 lines—3/4" letters	\$ 800.00	\$1,000.00
EMC-2	33 x 72	20 lines—3/4" letters	\$1,000.00	\$1,200.00

PLASTIC LETTERS NOT INCLUDED OTHER SIZES TO ORDER

interior

Specifications:

Housing: Extruded aluminum.

Inlay: Formica or plastic.

Illumination: Fluorescent lamps.

Base: Self leveling, extra heavy steel, with satin chrome finish—satin brass (or) antique bronze available on request.

changeable message

An absolute necessity for:

- Department stores
- Restaurants
- Hotels—Motels
- Banks
- Shopping Centers
- Stock Brokers
- Night Clubs
- Showrooms



CLOCK DIRECTORY

Rich in appearance. Low in cost. Dramatic attention-getting—yet functional with enduring beauty.

MODEL	SIZE	LINES	SINGLE FACE	DOUBLE FACE
CMC-1	18" x 36"	10 lines—3/4" letters	\$600.00	\$ 800.00
CMC-2	25" x 50"	15 lines—3/4" letters	\$700.00	\$ 900.00
CMC-3	33" x 68"	20 lines—3/4" letters	\$800.00	\$1,000.00

PLASTIC LETTERS NOT INCLUDED

These effective multi-purpose fluorescent illuminated directories

- Control traffic flow
- Act as an illuminated bulletin board
- Introduces new items
- Details daily menus
- Spot-lights special events
- Announces business hours

Fluoro-sign illuminated directory is brilliantly illuminated from the inside. Single face—double face, multi-purpose versatility! Merchandises, directs, announces.

A proven sales aid!
An effective store directory!

MODEL	SIZE	LINES	SINGLE FACE	DOUBLE FACE
Floor	24" x 28"	18 lines—3/4" letters	\$500.00	\$650.00
Floor	27" x 41"	28 lines—3/4" letters	\$650.00	\$850.00
Column	24" x 28"	18 lines—3/4" letters	\$450.00	\$600.00
Column	27" x 41"	28 lines—3/4" letters	\$600.00	\$800.00
Wall	24" x 28"	18 lines—3/4" letters	\$400.00	
Wall	27" x 41"	28 lines—3/4" letters	\$600.00	

PLASTIC LETTERS NOT INCLUDED

FLOOR DIRECTORY



Here is a new way to attract attention to your special merchandising program or products at the counter at which they are located.

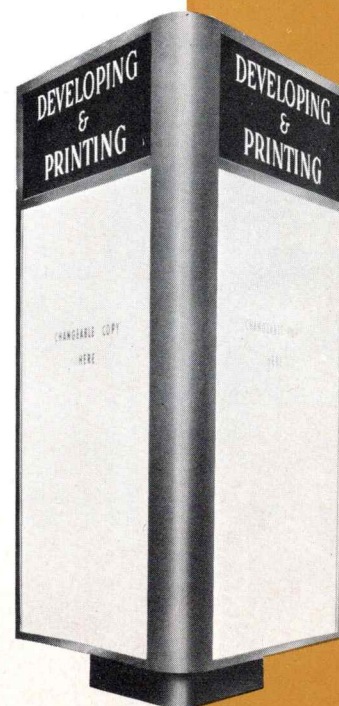
An unusual and refreshing concept is expressed in this three sided counter mounted directory.

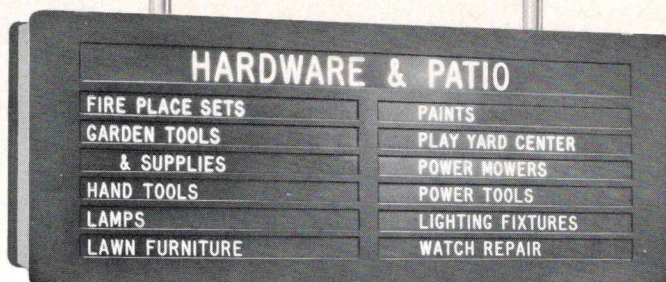
A silent salesman of the highest calibre.

COUNTER DIRECTORY

MODEL	SIZE	LINES	DOUBLE FACE	TRIPLE FACE
CD-1	17" x 37"	20 lines—3/4" letters	\$450.00	\$600.00

PLASTIC LETTERS NOT INCLUDED





Changeable item directory. Under headline the items are lettered on separately changeable plastic inserts and ranged in two vertical columns, 4 to 8 inserts per column. Divisions between inserts are so well concealed that when directory is lighted all copy appears to be in the face of an integral sheet of material. Extremely economical in service since replacement inserts are obtainable at only nominal cost.

MODEL	SIZE	INSERTS PER COLUMN	ILLUM.	SINGLE FACE	DOUBLE FACE
CM 1	22" x 68"	4	3-90T17	\$ 600.00	\$ 800.00
CM 2	25" x 68"	5	4-90T17	700.00	900.00
CM 3	27" x 68"	6	4-90T17	800.00	1,000.00
CM 4	30" x 68"	7	4-90T17	900.00	1,100.00
CM5	33" x 68"	8	4-90T17	1,000.00	1,200.00

interior

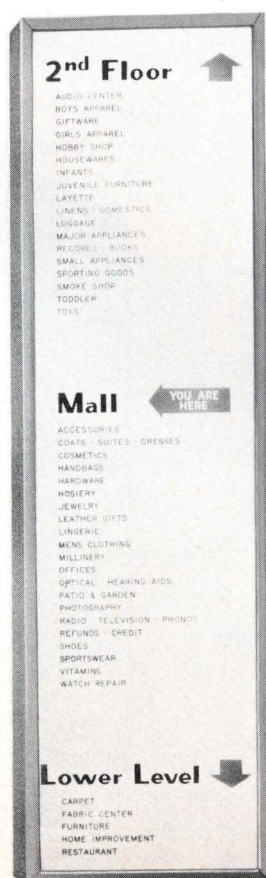
Specifications:
Housing: Extruded aluminum.

Inlay: Formica or plastic.
Illumination: Fluorescent lamps.

Base: Self leveling, extra heavy steel, with satin chrome finish—satin brass (or) antique bronze available on request.

changeable message

The widespread need for changeable message signs is economically met with these new directories—for indoor and outdoor use.

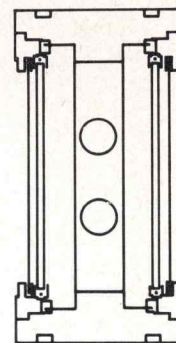
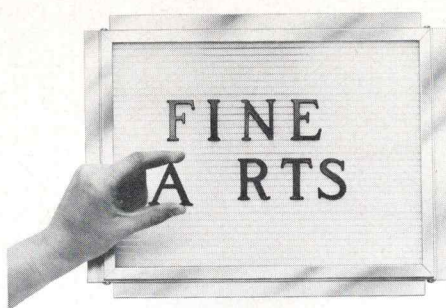


- Engraved plexiglas inserts with color filled letters creates a most effective directory.
- Easily changeable inserts for low-cost replacements give sign a continuous service feature.
- Divisions between inserts are so hairline thin that when sign is illuminated copy appears an integral part of one sheet of material.
- Aluminum construction allows units to be anodized or decorated color spray painted, and floor-column or wall mounted.

CCM1	12" x 60"	64-3/4"	750.00
CCM2	24" x 84"	54-1 1/4"	900.00

OTHER SIZES TO ORDER

Now—for the first time—color! Grooved aluminum housing allows—
formica or plastic inlays for wood tone or color effect. The almost unlimited color combinations available allows you to customize each sign to fit your individual decor.



Designed to accept inlays of formica or plastic—this housing allows a multiple of beautiful color combinations that fits and enhances any decor.

Extruded light stabilized plastic face with pre-spaced grooves. Allows the letters to be quickly and easily changed by anyone. Display man or maintenance man—simple placement of letters into grooves—assures professional layout.

Aluminum construction assures enduring beauty. Hinged face allows quick simple message changing and easy re-lamping.

Directories can be adapted to many mountings. Below—a few such mountings are illustrated.



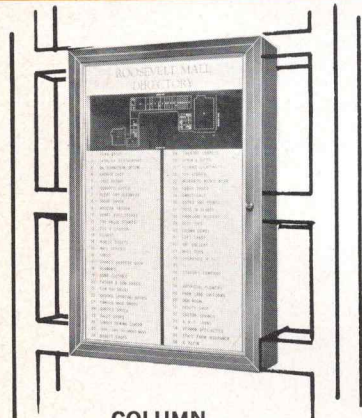
WALL



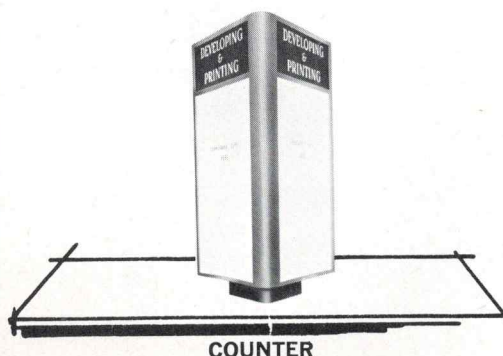
CEILING



FLOOR



COLUMN



COUNTER



POLE

PLASTIC CHANGEABLE LETTERS

SIZES	WHITE RED-IVORY	BLACK-BLUE GREEN-YELLOW
1/4"-5/16"-3/8"-3/4-1"	4.00 per 100	5.00 per 100
1 1/2"	7.00 per 100	8.00 per 100
2"	10.00 per 100	11.00 per 100
2 1/2"	15.00 per 100	16.00 per 100
3"	20.00 per 100	21.00 per 100

Periods and Commas: all sizes.....	.03 each
Quotation Marks (" ") 1/4" to 3".....	.12 pair
Semi Colon (;) 1/4" to 3".....	.06 pair

PARENTHESIS AND BRACKETS () []

1/4" to 1" .08 pair	1 1/2" .14 pair	2 1/2" .30 pair	3" .40 pair
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**DIRECTOR**

FACE: (opaque) single/double

MATERIAL: double thick glass

LETTERS: (translucent) etched

MODEL	SIZE	WEIGHT	ILLUM.	SINGLE FACE	DOUBLE FACE
DAS1	6" x 20"	20 lbs.	1-15T8	\$150.00	\$200.00
DAS2	8" x 26"	25 lbs.	2-20T12	200.00	250.00

**SAVOY**

FACE: (opaque) single/double

MATERIAL: double thick glass

LETTERS: (translucent) sand
blasted

SAS1	8" x 20"	30 lbs.	2-14T8	200.00	225.00
SAS2	13" x 22"	40 lbs.	4-15T8	225.00	250.00

interior

Specifications:

HOUSINGS: bonderized steel

stainless steel

FINISHES: baked enamels

decorator colors

ILLUMINATION: fluorescent lamps

**NEWTON**

FACE: single/double

MATERIAL: water clear glass

LETTERS: sand blasted

ASN1	4" x 18"	25 lbs.	1-14T8	175.00	200.00
ASN2	8" x 22"	25 lbs.	1-15T8	200.00	225.00

architectural signs

Directional messages are effectively presented in these handsomely finished back illuminated or edgelit signs sturdily built in steel, aluminum, bronze or stainless steel. The architectural Fluor-o-Signs are individually designed for wall, chain or stem mounting.

**RUXTON**

FACE: single/double

MATERIAL: water clear glass

LETTERS: sand blasted

RAS1	14" x 27"	40 lbs.	1-20T12	200.00	250.00
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**REGENT**

FACE: single/double

MATERIAL: water clear glass

LETTERS: sand blasted

MODEL	SIZE	WEIGHT	ILLUM.	SINGLE FACE	DOUBLE FACE
ASR1	8" x 20"	20 lbs.	1-15T8	\$150.00	\$175.00
ASR2	12" x 25"	30 lbs.	1-20T12	200.00	225.00
ASR3	8" x 48"	50 lbs.	1-40T12	250.00	300.00
ASR4	12" x 48"	60 lbs.	1-40T12	275.00	325.00

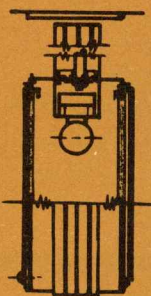
**KENMORE**

FACE: (opaque) single

MATERIAL: double thick glass

LETTERS: (translucent) etched

MODEL	FACE SIZE	WEIGHT	ILLUM.	PRICE
ASK1	8" x 20"	20 lbs.	2-15T8	\$175.00
ASK2	12" x 24"	25 lbs.	2-20T8	200.00

CUSTOM-MADE DELUXE ARCHITECTURAL SIGNS

Custom-made illuminated signs of superb design.

Housings and face panel frames made of extruded aluminum, bronze & steel.

The illuminated glass panels are of unusual appearance in that the lettering is translucent white and the background electro-plated to blend with the finish of the housings.

Illuminated panels can also be supplied with disappearing letters. Hinged face panels facilitates relamping.



Available in many sizes for soffit, ceiling or wall mountings. Prices quoted upon receipt of exact specifications required.

A dramatic new concept in up-graded sign selling for today's well appointed food establishments.



Here is an economical way to attract attention to your daily specials. Message is changeable and flashes on and off. Complete with cord and plug.

interior

Specifications:

HOUSING: Aluminum

FINISH: baked enamel and wood grained formica

ILLUMINATION: fluorescent lamps

FACING & STRIPS: plexiglas

MOUNTINGS AVAILABLE: relief on wall; recessed into wall; free standing — on legs.

restaurant signs

Styled to harmonize with fine appointments and engineered to be easily installed, these new signs are quality fixtures in every sense. Architects favor them for their structural soundness, solid design, adaptability and designers enthuse over their soundness, dignity, finished details, and the choice of modern color combinations.

COUNTER SIGN

SIZE
11 x 18

ILLUM
2-40 WI

PRICE
\$75.00

LETTERS NOT INCLUDED



A distinctive and different menu display sign. Designed for the presentation of daily food items at the cafeteria line entrance. Also effective in —

- LOBBY
- LOUNGE
- ENTRANCE AREA
- AND WINDOW

Stand is made in satin aluminum with matching base. Formica woodtone veneers can be inlaid into legs of base to match decor.

Your stylized name imprint brilliantly illuminated by 15T12 fluorescent lamp enclosed in the top plastic canopy—which also floods changeable letters in an aurora of light. Plastic letters are easily removeable, individually for quick menu changes.



MODEL	HEIGHT	WIDTH	BASE SIZE	FACE SIZE		PRICES	
				WIDE	HIGH	NON ILLUM.	ILLUM.
FLOOR	62"	21½"	20" x 20"	21½"	26"	300.00	350.00
HANGING	—	—	—	21½"	26"	150.00	200.00

INCLUDES LOGO NAME IMPRINT • 48" CHAIN INCLUDED • LETTERS NOT INCLUDED

Color! Asthetically pleasing! Expensive in appearance but low in cost, this directory effectively announces your menus—daily specials—new items—feature events—in an up-to-date modern way. These are the first signs ever designed that combine aluminum with wood tone veneers—that harmonize with all interiors.

Inserts for all these signs can be of any type decorator material suited to the designers taste. These signs are truly the most beautiful, versatile, decorators line offered to date.

SIZE	ILLUM	SINGLE	DOUBLE
22 x 28	4-20T12	\$300.00	\$400.00
29 x 42	4-42T8	\$500.00	\$650.00

MENU

(WITH) STAND FOR FLOOR DISPLAY
(NO) STAND FOR WALL MOUNTING

LETTERS NOT INCLUDED
LESS STAND—DEDUCT \$25.00



All letters changeable in seconds—by your own help—from your own supply. No having to write the manufacturer for expensive slides that takes weeks in coming. Change these yourself—every day—every hour—whenever your business warrants it—at the moment it is necessary.

Sales getting punch without gaudiness? Possible? Yes—with this bi-purpose changeable message illuminated clock sign. Tells the time—announces daily specials. Advertises your name and acts as a night-light after closing.



CLOCK MENU

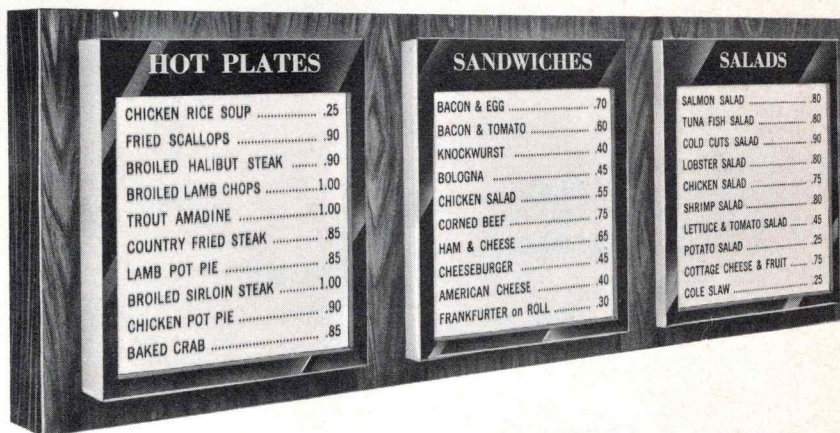
SIZE	ILLUM	SINGLE	DOUBLE
16 x 48	2-40T12	200.00	300.00
24 x 48	4-40T12	300.00	370.00

LETTERS NOT INCLUDED

SEE PAGE 21 FOR ALL CHANGEABLE LETTERS PERTAINING TO THESE SIGNS



New! Food Service Changeable Message Menu Signs that fill an absolute need of progressive Restaurateurs and Supermarket Chains. Illuminated, sales-making FLUOR-O-SIGNS make possible sharp, highly visible food presentations that command customer attention.



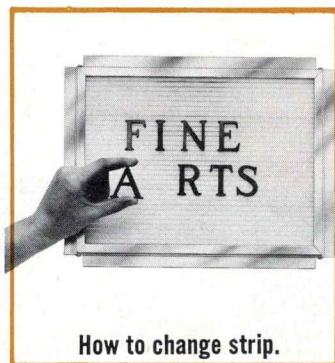
interior

Specifications:

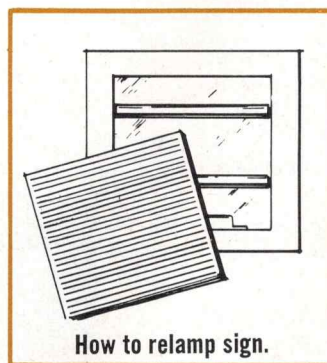
HOUSING: extruded aluminum
FINISH: satin natural
ILLUMINATION: fluorescent lamps
MOUNTINGS AVAILABLE: relief on wall; recessed into wall; free standing—on legs.

Flexible in design, these changeable message, eye appealing strip signs are adaptable to any size back bar. Used singly or in combinations they can be extended the full length of the wall, displaying the entire range of menu prices, clearly and concisely, in full color.

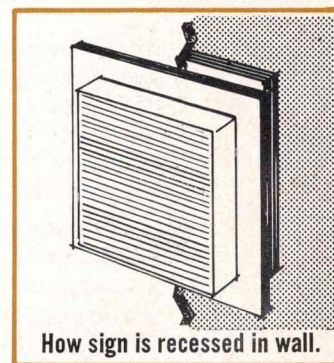
menu signs



How to change strip.



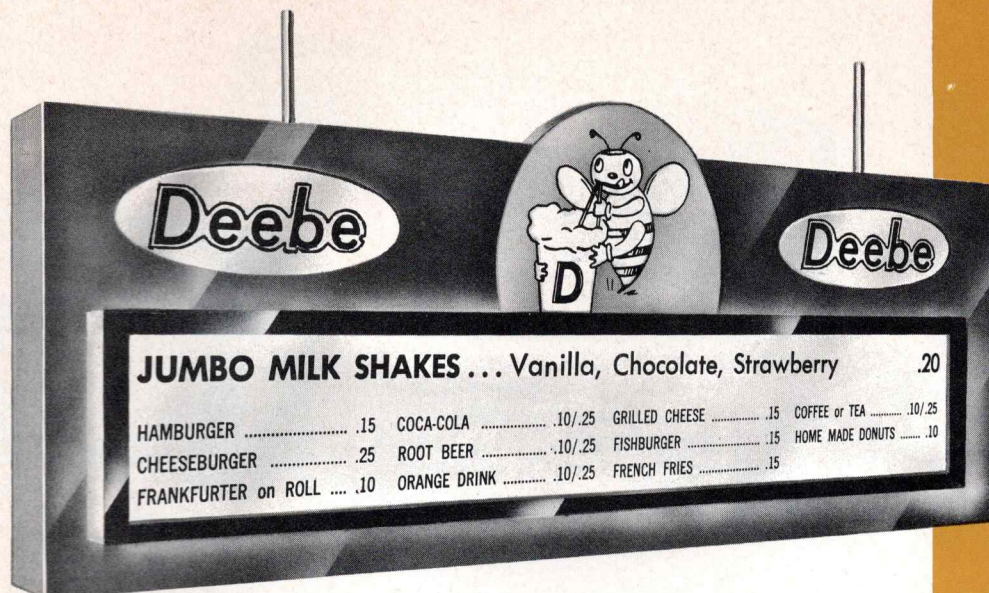
How to relamp sign.



How sign is recessed in wall.

Installed in window or on back bar, these low-cost illuminated menu signs provide excellent legibility and long term sales appeal for food service counters.

SECTION	STRIPS	CAPTION	SIZE	PRICE
6 LINE HEIGHT (24" top to bottom)				
SINGLE	6	1	25" x 24"	\$250.00
DOUBLE	12	2	48" x 24"	400.00
TRIPLE	18	3	70" x 24"	500.00
FOUR	24	4	92" x 24"	650.00
10 LINE HEIGHT (36" top to bottom)				
SINGLE	10	1	25" x 36"	\$300.00
DOUBLE	20	2	48" x 36"	450.00
TRIPLE	30	3	70" x 36"	600.00
FOUR	40	4	92" x 36"	800.00



Progressive Franchise Drive-In Merchants prefer this large custom Menu Sign to radiantly advertise food products and aid customer selection.

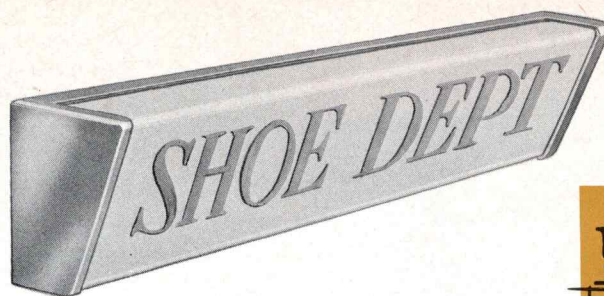
These modern signs were planned and manufactured for easy maintenance and installation. Each unit is self contained, complete with lamps, hanging chain and 10 ft. of electrical cord; ready for hanging.

Special exclusive feature: Facings removable for easy relamping without relocating sign.



	SIZE	ILLUM.	PRICE
MS-1	24" x 96"	3-96T12	\$1,000.00
MS-2	24" x 120"	6-60T12	1,200.00
MS-3	33" x 96"	3-96T12	1,100.00
MS-4	33" x 120"	6-60T12	1,300.00

OTHER SIZES TO ORDER: QUOTATION PROMPTLY GIVEN UPON RECEIPT OF SKETCH SHOWING DESIRED SIGN.



Luminous Walls

... Have tremendous visual impact, even from outside the store. ... Provide excellent opportunities for strikingly different decorative treatment. ... Are relatively inexpensive when built in modular form.



MODEL	SIZE	WEIGHT	ILLUM.	PRICES		
				100	250	500
PS1	10" x 48"	12 lbs.	2-40T12	\$36.00	\$34.00	\$32.00

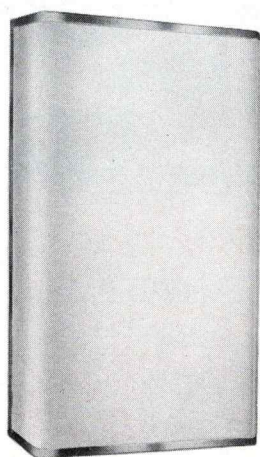
interior

Specifications:

HOUSING: extruded aluminum
FINISH: satin natural
ILLUMINATION: fluorescent lamps
DIFFUSER: extruded polystyrene
LETTERS: flat cut out plexiglas
RANGE: 9" x 48" to 18" x 48"

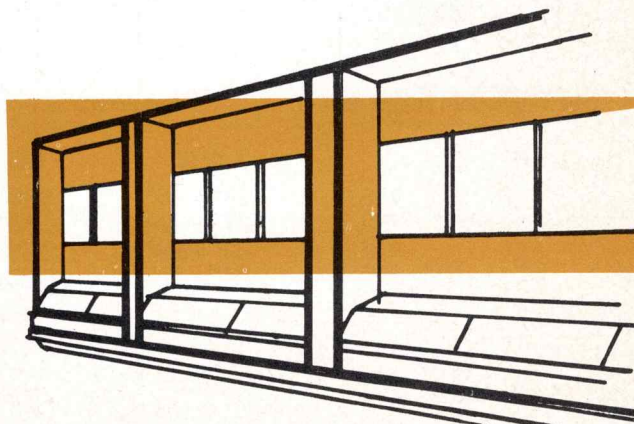
perimeter signs

Perimeter sign serves lighting three basic purposes:
... Ties wall areas into over-all store design. ... Provides special emphasis on merchandise along walls. ... Also highlights signs and symbols that help shoppers merchandise quickly.



CONTRACTOR-CONSCIOUS DESIGN

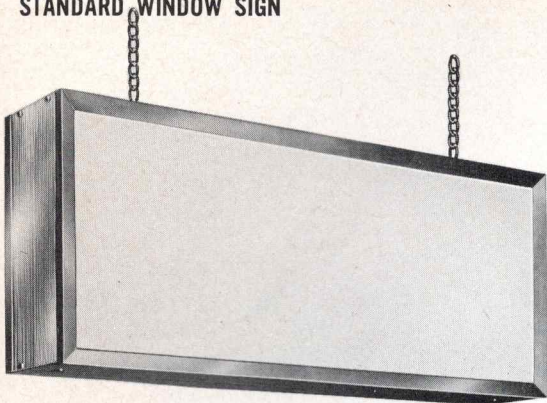
Engineered for quick on-the-job assembly, these fixtures have only two basic parts. (1) A compact easy to handle wire-way chassis, and (2) a sturdy one piece diffuser which attaches after installation of chassis. Diffuser is easily cleaned in hanging position or can be completely removed if desired.



Luminous Wall Fixtures

PS2	18" x 48"	24 lbs.	4-40T12	72.00	64.00	48.00
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STANDARD WINDOW SIGN

BLANK FACED WINDOW SIGNS
Individual or in quantity.

Once again, Fluor-o-signs fills a need for a quality blank faced low priced interior sign.

Sales: Commercial Sign Shops needing to fill customers demands for inexpensive window signs.

Sales: Display Companies.

To fill quantity purchaser orders.

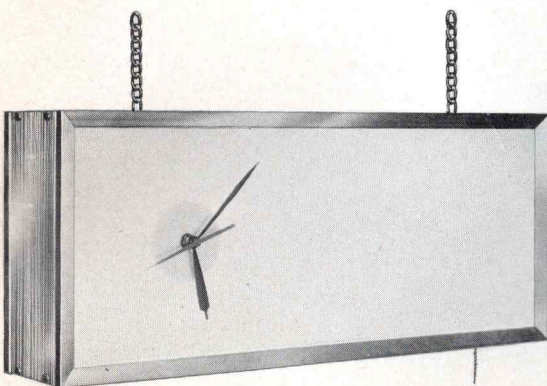
Economies: Chain Store Display Depts.

For various store uses.

MODEL	SIZE	ILLUM.	PRICES — BLANK FACED			
			1-6	7-12	13-24	25-49
WS1	10" x 24"	1-20T12	\$24.00	\$22.00	\$21.00	\$20.00
WS2	10" x 36"	1-30T12	30.00	28.00	26.00	24.00
WS3	10" x 48"	1-40T12	36.00	34.00	32.00	30.00
WS4	16" x 24"	2-20T12	40.00	38.00	36.00	34.00
WS5	16" x 36"	2-30T12	50.00	48.00	46.00	44.00
WS6	16" x 48"	2-40T12	60.00	58.00	56.00	54.00

ADD 10% FOR DOUBLE FACE

CLOCK WINDOW SIGN



WCS1	10" x 24"	1-20T12	\$30.00	\$28.00	\$26.00	\$24.00
WCS2	10" x 36"	1-30T12	40.00	38.00	36.00	34.00
WCS3	10" x 48"	1-40T12	50.00	48.00	46.00	44.00
WCS4	16" x 24"	2-20T12	50.00	48.00	46.00	44.00
WCS5	16" x 36"	2-30T12	60.00	58.00	56.00	54.00
WCS6	16" x 48"	2-40T12	70.00	68.00	66.00	64.00

interior

Specifications:
HOUSING: extruded aluminum
FINISH: satin natural
ILLUMINATION: fluorescent lamps
FACE PANELS: extruded polystyrene

window
signs

Blank faced—ready for whatever treatment you want to give them, these "letter the face panel yourself," interior electric signs are at your service . . . offering a wide range of uses . . . limited only by the imagination.



NEW YORKER

MODEL	SIZE	WEIGHT	ILLUM.	QUANTITY PRICES		
				100	250	500
A1	12" x 36"	30 lbs.	2-30T12	\$40.00	\$36.00	\$32.00



BERKSHIRE

A2	17"	15 lbs.	1-32W	35.00	27.00	23.00
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interior

Specifications:

HOUSING: bonderized steel, die formed, electrically welded
FINISH: baked enamels
ILLUMINATION: fluorescent lamps
FACE PANELS: extruded polystyrene
LETTERS: silk screened acrylic paints.



STATLER

A3	18" x 24"	20 lbs.	2-20T12	35.00	30.00	27.00
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point-of
purchase
signs



GRANADA

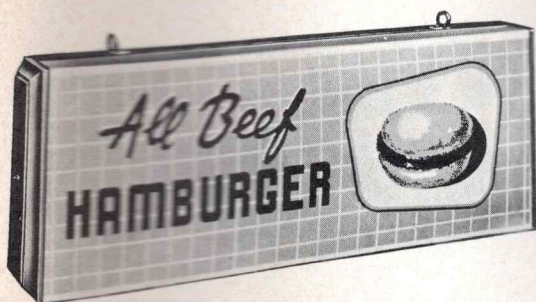
A4	9" x 24"	10 lbs.	1-20T12	30.00	27.00	22.00
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Well known companies prefer Fluor-o-Signs for real sales assistance. Featuring low cost, these plastic point of purchase signs offer excellent color flexibility, multiple color designs and the exact reproduction of intricate trade marks.



SHARON

MODEL	SIZE	WEIGHT	ILLUM.	QUANTITY PRICES		
				100	250	500
A5	6" x 19"	5 lbs.	1-15T12	\$25.00	\$22.00	\$20.00



MAYFLOWER

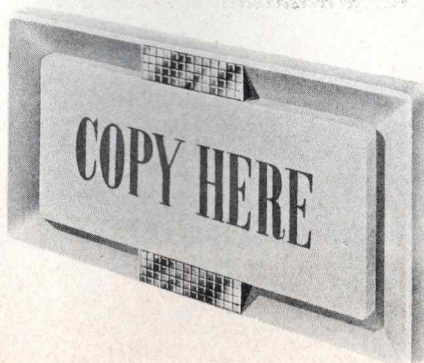
A6	12" x 48"	25 lbs.	2-40T12	30.00	28.00	\$26.00
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Individually designed advertising signs

Plastic fabrication, plus metal manufacture completed under one roof, assures dependable illuminated signs economical in cost and consistent in performance.

The signs shown above are just a few of the unusual illuminated signs designed, engineered and manufactured in our plant. Our art department is always available to create new and refreshing illuminated signs for you and your customers.



Selected and approved
by such leading
concerns as:

A. & P.
ABRAHAM & STRAUS
ADAMS DRUG
ADVANCE STORES
ALEXANDERS
ALLIED STORES
ALL STATE
AMERICAN BAKERIES
BELK STORES
BLACKTON'S LTD.
CROWN DRUG
DAVEGA STORES
EASTERN GREYHOUND
EASTERN SHOPPING CENTERS
GOODWINS
GRAND UNION
H. C. BOHACKS
H. L. GREEN CO.
J. C. PENNEY CO.
J. J. NEWBERRY
KINNEY SHOE CORP.
KORVETTES
LERNER SHOPS
LIGGETT-REXALL
LOFT'S CANDIES
McCRORY CORP.
MERCANTILE STORES
NAVY SHIP STORES
NEDICKS
ORBACHS
PORT AUTHORITY OF N.Y.
REXALL DRUGS
R. H. MACY & CO.
R. & S. HOME-AUTO
SAKS 5th AVENUE
S. H. KLEINS
S. H. KRESS & CO.
TIMES SQUARE STORES
UNITED WHALEN
W. T. GRANT CO.
ZAYRES STORES

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FLUOR-O-SIGNS

a division of EASTERN ELECTRICAL EQUIPMENT CO., INC.

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New York 11801

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